

Precise ID[®] Prescreen

Identify fraudsters when targeting credit prospects

Prescreen is a solution designed to provide the freshest, most comprehensive credit data to identify your best prospects. But how do you ensure you aren't targeting fraudsters who may appear to be good credit prospects?

Most lenders design prescreen campaigns using credit and demographic criteria and typically don't use fraud tools until the consumer applies for an account. Now Experian's Precise ID[®] can be added to prospecting campaigns or accessed within Instant Prescreen to authenticate your prospects so you can exclude fraudsters from your offers and reduce the likelihood of adding them to your portfolio.

Benefits

- Target profitable customers while decreasing acquisition and mailing costs.
- Restrict preapproved point-of-sale offers to customers with low fraud risk.
- Reduce fraud through the right combination of data and applied analytics to identify the best consumers.
- Suppress consumers with high potential risk of identity theft, first-party fraud and nonpayment.

Marketing dollars are too expensive to waste on everyone. We can help you target the right prospects and leave the fraudsters behind.

Precise ID Prescreen for prospecting campaigns

Marketing dollars are too expensive to waste on everyone. You already use risk and demographic information in your prospecting campaigns, but what about the risk of fraud?

Our industry-leading database technology provides the freshest, most comprehensive consumer credit data, so you can identify your best prospects. Now you can add an additional layer to protect against fraud with the following Precise ID Prescreen options:

Precise ID for Identity Screening — Brings together identity verification and identity-theft prediction into a single decision. Precise ID for Identity Screening ensures you know who your customer is and determines the likelihood that you're interacting with your true customer.

- **Identity Screening score** — One score that assesses the probability that a consumers' identity is valid and the likelihood of third-party (identity theft) fraud.

Identity Element Network[™] — This fraud detection tool predicts when a consumer's identity information is at risk, even if no fraud event has been identified. It evaluates consumer identities and associated identity elements via a vast attribute repository that adds millions of transactions per day. Manage fraud by identifying data linkages — and the velocities of those linkages — across the Experian identity and credit network.

Precise ID® Prescreen

- **Identity Element Network score** — This predictive identity fraud risk score assesses the likelihood that a consumer’s identity has been compromised based on the velocity of identity element linkage over a period of time.

Once you submit a prospecting campaign, Prescreen sends the batch records through Precise ID. Precise ID then appends one of the score options referenced above and returns the file to our Prescreen team. The resulting file will include only the records that meet your fraud score cut criteria – maximizing campaign performance and profitability.

Features

Experian’s Precise ID Prescreen helps you better target consumers by offering:

- **Seamless integration** — Add a fraud risk component to your ongoing prescreen programs.
- **Customization** — Segment your population based on a configurable Precise ID score as well as criteria and attributes.
- **Return on investment** — Increased targeting ability means lower mailing costs.
- **Efficiency** — Determine populations and assess criteria for credit, profitability and fraud before mailing.

Instant Prescreen with Precise ID®

Instant Prescreen is an instantaneous, behind-the-scenes “prescreen of one.” With Instant Prescreen, you can quickly extend preapproved credit offers to qualified existing or prospective customers who are already engaged online, on the phone or in person to increase your overall take rate.

Most lenders use risk and profitability scores to extend Instant Prescreen offers, but how do you ensure the person in front of you is really who they say they are? With Precise ID for Account Opening, you can confidently assess fraud risk behind the scenes.

Precise ID for Account Opening (real-time prospecting)

Available through Decisioning as a Service™, Precise ID for Account Opening integrates credit and demographic information to conduct identity verification and identity-theft prediction into a single decision.

- **Account Opening score** — This score leverages demographic, credit, velocity, and linkage to predict first-party and third-party fraud.

Streamline your Instant Prescreen strategy and increase profitability by making real-time marketing offers only to those customers who meet your target parameters.

Interested in learning more?

Leveraging Precise ID with Prescreen can help you develop more profitable campaigns, target consumers more effectively and minimize fraud risk before you extend marketing offers. With this winning combination you can generate a qualified and segmented prospect list, verify consumers, reduce fraud risk, increase response rate, and decrease acquisition and mailing costs.

We can help you mitigate fraud while providing a positive customer experience. Talk with your local Experian sales representative today or call 1 888 414 1120.